



**NEWS RELEASE
For Immediate Distribution**

**GOODFOOD ACTIVE SUBSCRIBERS COUNT REACHES 89,000,
AN INCREASE OF 17% QUARTER OVER QUARTER
AND OF 187% FOR FISCAL 2018**

Montreal, QC, September 5, 2018 – Goodfood Market Corp. (“Goodfood” or “the Company”) (TSX: FOOD), a leading meal kit company in Canada, announced today it has reached 89,000 active subscribers as of August 31, 2018, representing an increase of 13,000 active subscribers or 17% over May 31, 2018 and an increase of 187% over August 31, 2017.

"We added a record number of active subscribers in fiscal 2018 with the addition of 58,000 subscribers during the year. Subscriber growth in the fourth quarter, traditionally our slowest quarter because of the summer vacation period, was higher than expected, driven by the addition of new menu options and our Western Canada expansion which is performing ahead of expectations," said Jonathan Ferrari, Chief Executive Officer of Goodfood Market Corp. "We have strong momentum which will allow us to continue to expand our target market and increase subscriber engagement in the next year."

About Goodfood

Goodfood is a leading meal kit company in Canada, delivering fresh ingredients that make it easy for subscribers to prepare delicious meals at home every week. Goodfood's objective is to take the hassle out of cooking, leaving subscribers with the fun part - cooking, sharing with family and eating. Subscribers select their favorite recipes from a variety of original dishes online. The Company prepares a personalized box of fresh ingredients and delivers it to the subscriber's doorstep with easy systematic instructions. Headquartered in Montréal, Canada, Goodfood had 89,000 active subscribers as of August 31, 2018. www.makegoodfood.ca

-30 -

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